

**CITY OF BUCKEYE
COMMUNITY SERVICES ADVISORY BOARD**

**January 21, 2015
MINUTES**

City Hall
530 E. Monroe Avenue
Buckeye, AZ 85326
6:30 pm

1. Call to Order/Pledge of Allegiance/Roll Call

Stephen Rugh, Board Member called the meeting to order at 6:35 pm.

Members Present –Board Members Linda Gross, Garnett Sailor, Sue Mros, Stephen Rugh, James Kimes and Chester Hetrick. Councilmember Michelle Hess

Staff Present –Community Services Director Cheryl Sedig; Management Assistant Douglas Strong; Recreation Manager, Miranda Gomez; Parks Manager, Fred Sanchez, Community Engagement Manager; Myra Curtis, Conservation & Project Manager, Robert Wisener and Community Center Manager, Phil Yabes.

2. Comments from the Public – None

3. Approval of Meeting Minutes for November 19, 2014

A motion was made by Board Member Chester Hetrick and seconded by Board Member Sue Mros to approve the minutes for the November 19, 2014 meeting. Motion carried unanimously.

4. New Business

4a. – Appointment of new Board Chair and Vice Chair

Board Member Stephen Rugh nominated Teresa Bible as Chair of the board. It was seconded by Board member Sue Mros. No other nominations for Chair were presented. The board voted on Teresa Bible as Chairperson and the motion passed unanimously.

Board Member Stephen Rugh asked for nominations for Vice Chair. Stephen Rugh nominated himself as Vice Chair. Board Member Sue Mros made the motion to select Stephen Rugh as Vice Chair; it was seconded by Board Member Hetrick. Board Member Stephen Rugh asked if there were any other nominations, having heard none, Mr. Rugh asked for a vote. The board voted on Board Member Stephen Rugh as the Vice Chairperson and the motion passed unanimously.

4b. – Recreation Programming Plan for 2015 - Presented by Miranda Gomez, Recreation Manager.

Ms. Gomez provided a copy of the Recreation Programming Plan and mentioned this plan was intended to provide a guide that recreation staff will be able to follow. This plan will be implemented within the Parks and Recreation Master Plan. As part of the accreditation process it is required to have a detailed recreation programming plan to address the next 3-5 years, for this reason the plan is being brought before the board. The plan has to include several key areas to include program objectives, statistics, determinants, trend analysis and community inventory. Other areas include public input, evaluations and learning to see if the community needs are being

met. An example of this has been the Fitness in the Park program where staff is asking participants about the overall experience via observations, interviews and written surveys.

Ms. Gomez went over the total number of participants within the recreation programs to include special interest classes, before and after school, sports, aquatics and teen programs. Recreation's operating budget is just shy of a million dollars. Staffing levels include a Recreation Manager, Supervisor, three Coordinators, one Programmer, one Specialist and one Office Assistant. The operating budget comes from the general fund. Per Ms. Gomez, the operating dollars budgeted the Recreation Division also generates over \$500,000 annually which is a difference of approximately \$375,000+ however this does not include realty expenses (i.e. utilities, insurance) for operating the centers.

Recreation's smaller programs include the preschool program which includes 25 enrollees during the school year and the before and after school program has approximately 200 participants; however between these two programs the majority of the revenues within the division's overall budget comes from here. In comparison, we have a program such as swim lessons or sports that has a large number of participants but does not generate as near revenue as these two programs combined. This is an example of showing the differences of programming and what levels of services residents are willing to pay.

Vice Chair Rugh asked that the handout with the graphs to be made more legible as they are too difficult to read the statistics within the given handouts. Ms. Gomez acknowledged this and will ensure this is corrected.

Ms. Gomez continued to share the cost recovery model that the division has adopted. She explained the differences of direct and indirect costs. When programs are benefiting a majority of the community the general fund will subsidize these programs (i.e. special events) where as if programs are personally beneficial to a resident, the cost recovery will be greater to avoid general fund dollars being used to subsidize these specialized users (i.e. private piano class).

Vice Chair Rugh asked how is the price points determined for specialized services, as an example, it reads 125% cost recovery for the Level 4 shown in the hand out. Ms. Gomez explained after taking the direct cost we ensure that we are covering at least 125% of what we are offering based on the amount we are charging for that product or service. Ms. Sedig mentioned the department also determines where our pricing structure is at the current time by conducting a fair market study related to fees for services within the industry.

Ms. Gomez continued to share the outline of the division's goals and objectives which are in line with the department's overall strategic plan.

Vice Chair Rugh asked if the board had any questions and if they were okay with going over the overall plan page by page for edit review and further clarification, if needed. Board member Gross asked for a point of clarification that the board is to make suggestions and not decisions to what staff is recommending. Mr. Rugh mentioned that was correct, however, he felt is important the board takes the time to review this plan thoroughly. Vice Chair Rugh went over his edits with staff to notate his suggestions. Afterwards Vice Chair Rugh asked for a motion to approve the Recreation Programming Plan with suggested changes. It was moved by Board Member Mros and seconded by Board Member Linda Gross. Motion passed unanimously.

5. Staff Report

Ms. Sedig, Community Services Director shared the recent resignation of Board Member Villa and passed around a card for those wishing to send their remarks. The vacancy of the board will not be filled and continue with the nine current members. Ms. Sedig shared the Buckeye Days weekend is full of events to include the Carnival, Rodeo, Dr. Buck Wild West Show, Friday Night Dinner and Cowboy Breakfast. Ms. Sedig handed out flyers related to the Buckeye Days event and the Polar Plunge event which will also assist the youth scholarship fund. Ms. Sedig reminded the board members to purchase their tickets to the Melodrama taking place on March 20th & 21st.

Mr. Wisener, Conservation and Project Manager gave an update that he will be bringing the Parks and Recreation Master Plan sections for their review at the next board meeting. He also updated the board on the newly created White Tanks Conservatory and its focuses related to this natural resource. Skyline Park Design is at 100% and an RFQ will be out for bid in the next month for trail design.

Mr. Yabes, Community Center Manager shared the Quarter Auction taking place on February 27 and the Dog Days of Buckeye event taking place on Saturday, March 7th. A lot of fun and activities will be taking place during the Dog Days event and we hope all board members plan to attend.

Ms. Curtis, Community Engagement Manager announced the Community Yard Sale for February 7th; booth space is still available for those wishing to sell any items. The Buckeye Air Fair is coming up on February 21st; our involvement has been with the SciTech portion of this event. The concert series will going throughout the community and listed in the flyer handed out. Mr. Rugh asked if volunteers are needed for any of these events. Ms. Curtis asked board members would be very helpful at the Community Services informational booth at each event and can provide the board a list of all upcoming city events for their review.

Mr. Sanchez, Parks Manager announced the upcoming Arbor Day event taking place at Town Park on Saturday, April 25th. Staff is working with the local schools to get involved with this morning event. Parks staff has been working hard and is always there at events assisting with setup and other related responsibilities for events.

Ms. Gomez, Recreation Manager thanked the board for their assistance with the inaugural marathon event in December. Positive feedback was shared by Vice Chair Rugh and felt this was a great experience for a first time event. Councilmember Hess shared the presenting sponsor Cancer Treatment Centers of America wrote a very positive letter regarding the event and have committed to sponsoring the race again for next year. Mr. Rugh asked what was raised for the scholarship fund. Ms. Gomez mentioned just under \$20,000 was raised for the fund. Board Member Hetrick asked how runners liked the course. Ms. Gomez heard it described as a fast course; however, she did speak to one participant that felt the course was not completely downhill. The course does have slight inclines at certain points, however the course from the start line to the finish line has an overall decline of 600+ feet; this did not mean it was downhill the whole way. Board member Kimes commented for the future there needs to be clearer signage of the Community Services booth and the sound of the announcer to where this booth was located became too loud to assist customers. Ms. Gomez will be making changes for this next year. Ms. Gomez also shared the new Fitness in the Park has taken off and many participants are getting fit each week. There has been a great response by the community.

Mr. Strong, Management Assistant announced the release the Eye on Buckeye quarterly activities guide. He asked board members to please check your mail boxes and make sure it was received at your home. He also reported the success of the Farmer's Market that took place on January 17th and the ongoing market to begin each 4th Saturday of the month with the next one taking place February 28th.

Councilmember Hess was able to attend the National League of Cities for the Let's Move Initiative and many there were very surprised how quickly the city has achieved medals through this program. She shared how pleased she is with the staff and their efforts in making Buckeye a better place to live.

6. Comments from the Chair and Board Members

Board member Hetrick mentioned he had scheduled the 2:00 pm shift for the booth at the marathon however when he arrived the last marathon runner was at the finish and it appeared the event was over. He also did not see where he was to report to or check in for the Community Services booth.

Board member Sailor is very pleased with the staff and is an advocate with what is done on a daily basis especially when attending other civic group meetings.

Board member Gross was glad to see the Marathon take place and noted many people anxious and open to taking surveys. She was also very pleased with the Halloween Carnival and the number of community members who participated.

Board member Sue Mros shared positive feedback from Facebook social media within a local Buckeye chat group and she reported the positive comments posted regarding the Farmer's Market and the Fitness in the Park program. She is happy to see residents in the community that are aware of the results of good programming which make her to be proud of being a Buckeye resident. Ms. Mros is also pleased to see another male staff member recently hired at the Community Center.

Vice Chair Rugh is happy to be on this board and glad to see how much more active the board has become. Mr. Rugh shared he will be attending a Arizona Parks and Recreation Association hiking event on February 7th to see how other events are organized and share what he has learned. He announced the Environmental Day at the Capital would be taking place tomorrow. He reported his attendance, along with Chairperson Teresa Bible, at the Sierra Club to learn the process of being heard by the policy and decision makers throughout the state of Arizona as it related to conservation and preservation. He reported the Library Board is still working on its policy manual related to the new library. Lastly, he shared the recent news article regarding the city Parks and Recreation Master Plan and the recent survey sent out to the community residents mentioned by Ms. Sedig.

7. Next Meeting– May 20, 2015 at 6:30 p.m.

8. Adjournment

A motion was made to adjourn the meeting at 8:08 p.m. by Vice Chair Rugh and seconded by Board Member Hetrick. Motion carried unanimously.

Teresa Bible, Chair

ATTEST:

Douglas C. Strong, Management Assistant

I hereby certify that the foregoing minutes are a true and correct copy of the Community Services Advisory Board meeting held by the Advisory Board on January 21, 2015. I further certify that the meeting was duly called and that a quorum was present.

Douglas C. Strong, Management Assistant